



ΣΥΛΛΟΓΟΣ ΕΛΛΗΝΩΝ
ΣΥΓΚΟΙΝΩΝΙΟΛΟΓΩΝ



7^ο Πανελλήνιο Συνέδριο Οδικής Ασφάλειας
Λάρισα, 11-12 Οκτωβρίου 2018

Safety Culture among Private and Professional Drivers: Norway and Greece



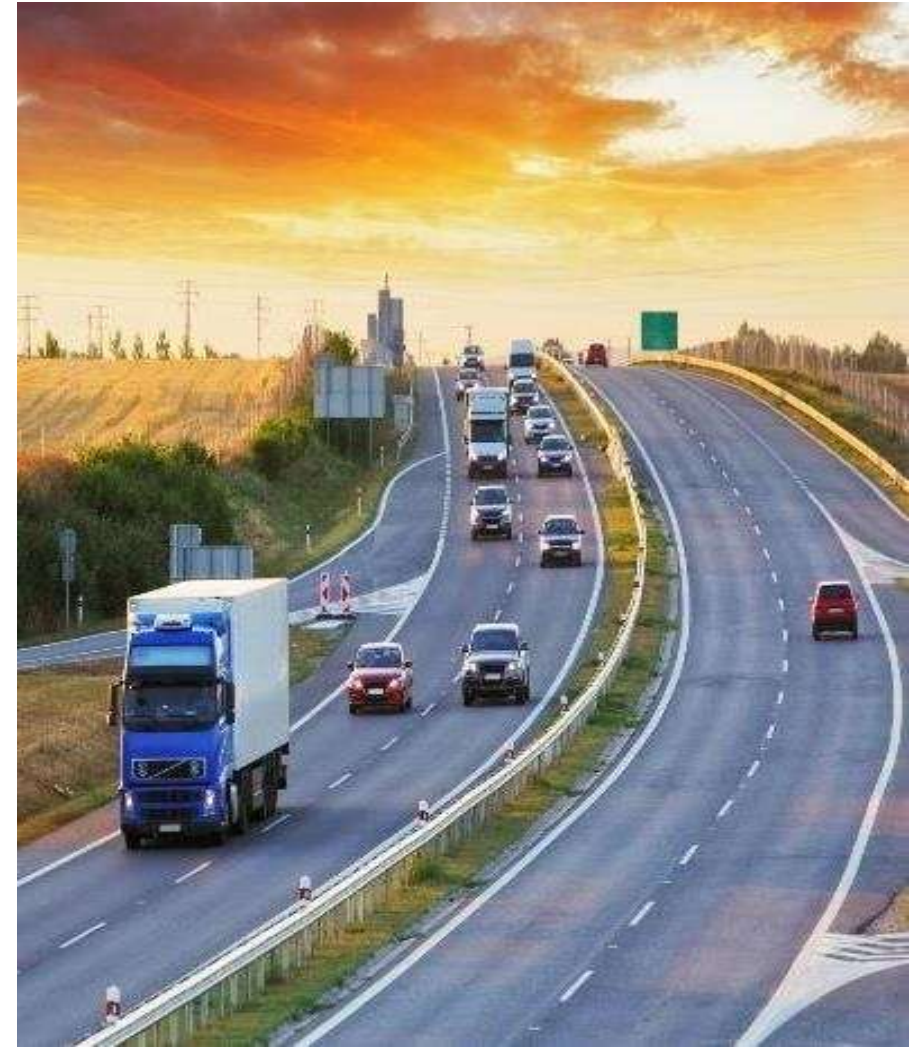
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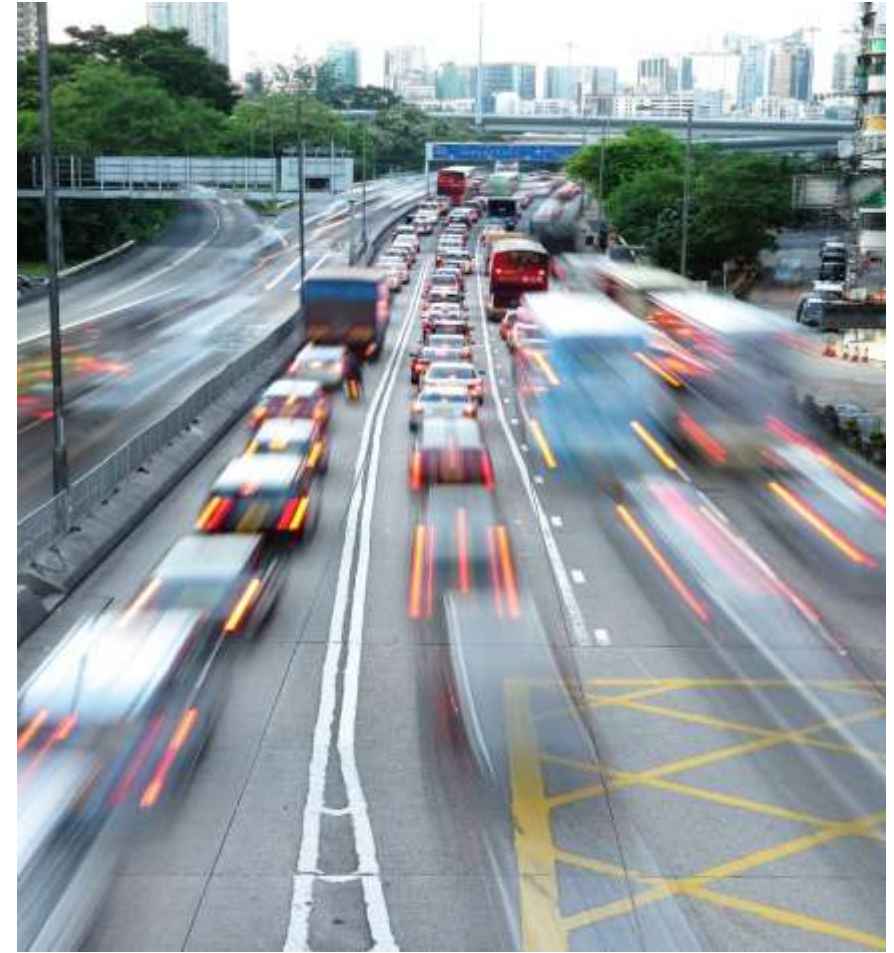
Safety culture in transport

- The concept of safety culture is applied to an increasing range of sectors, including **professional and private transport**.
- Safety culture explains **considerable variation** in safety behaviour in various transport forms operated by private and professional drivers.
- Transport safety culture (TSC) is defined as: “**shared norms** prescribing certain transport safety behaviours, shared **expectations** regarding the behaviours of others and shared **values** signifying what’s important (e.g. safety, mobility, respect, politeness)”.



Safety culture in transport

- Safety culture is by definition shared, thus, it must be related to **social units**.
- Safety culture has traditionally been ascribed to **organizations**, and professional drivers are members of organizations.
- **National** cultures are also known to influence safety behaviour and risk primarily in private and secondarily in professional transport.



The SafeCulture project

SafeCulture - ***Safety culture in private and professional transport: examining its influence on behaviours and implications for interventions***

Aims to compare the safety culture in different transport modes and social contexts between Norway and Greece.

Land transport: Examination of car users, powered two-wheelers, HGV and bus drivers.

Funded by the Norwegian Research Council.



Duration: 36 months (Jan 2016 – Dec 2018)

Partners:



Institute of Transport Economics
Norwegian Centre for Transport Research



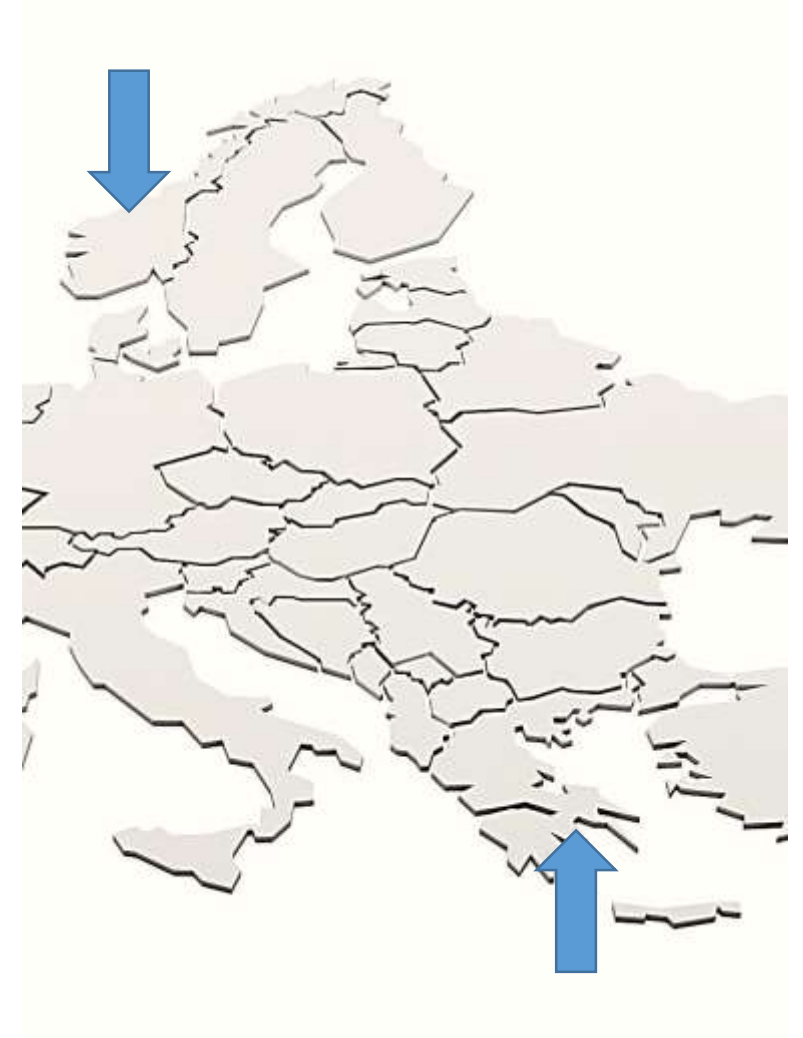
Methodology

Objective: to examine

- 1) safety behaviours related to personal injuries and accidents among private (car) and professional (HGV, bus) drivers in Norway and Greece, and
- 2) factors influencing these behaviours.

Norway and Greece were selected to be compared as countries with very different road safety performance.

The road fatality rate of Norway is one of the lowest in the EU, while Greece has one of the worst transport safety records of all EU-27 countries



Respondents recruitment

- Private car drivers (N=596) recruited in three **Norwegian counties**, including Oslo, based on differences in accident risk and attitudes.
- In Greece, private car drivers (N=287) recruited in **Athens** and **Rhodes** based on an assumption that TSC on an island could be different from the capital, as an island is a geographically enclosed area, and as Rhodes has many tourist drivers.
- Two surveys among professional **HGV** and **bus** drivers from companies in Norway (N=216) and in Greece (N=200).

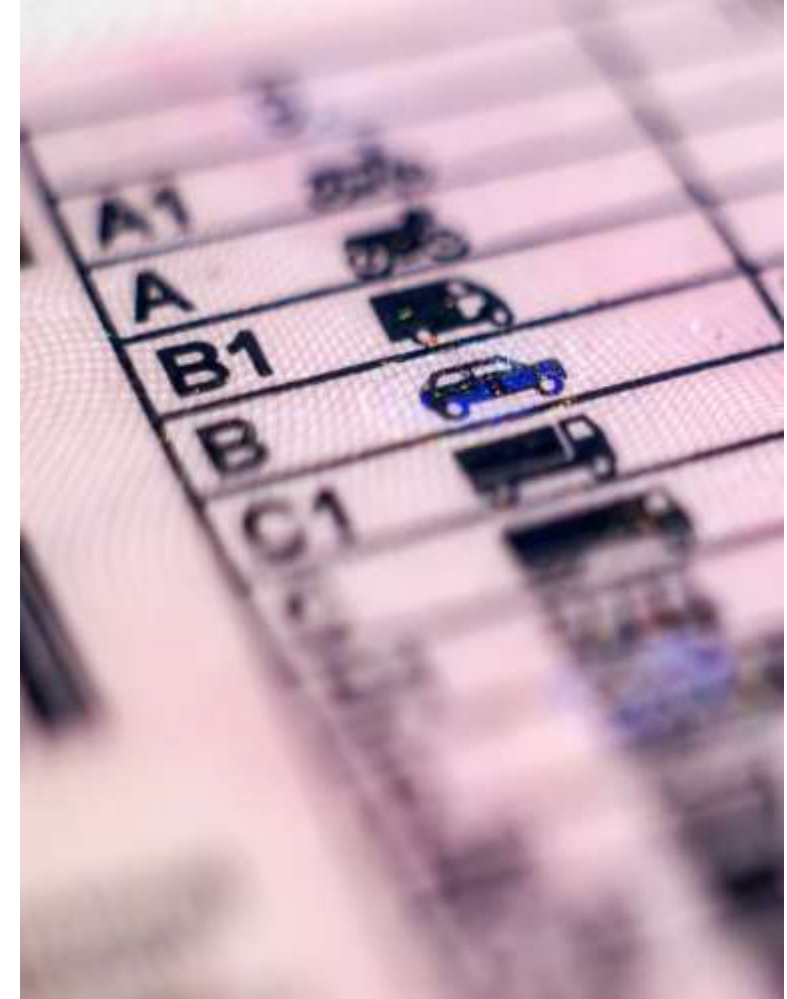


Survey themes (1/2)

- **Demographic** variables:
age, experience as a driver, gender, nationality, kms driven in the last two years etc.

Private drivers: education, place of living (e.g. rural, urban), how long they have had their driver's license, how often they driving frequency, car type etc.

Professional drivers: type of vehicle, work pressure, wage arrangements and management focusing on certain safety behaviours (speeding, seat belt use).



Survey themes (2/2)

➤ **Safety behaviours:**

Driver Behaviour Questionnaire (DBQ) questions on which Scandinavian and Southern European drivers

- scored significantly different,
- were related to accident involvement, and
- were appropriate for professional drivers of heavy vehicles.

➤ **National TSC index:**

national TSC is measured as descriptive norms, reflecting perceptions of what other drivers in the country do.

➤ **Safety outcomes:**

questions on fatigue, safety assessment and newly developed questions.



Results (1/2)

- Greek drivers are more inclined to commit **aggressive violations** than Norwegian drivers.
- Traffic safety behaviours are more **similar** among private and professional drivers **within** the **national samples**, than among drivers across the national samples.
- This seems to indicate the existence of **different national TSC** in the two countries.
- National TSC, measured as descriptive norms, is the variable which has the **strongest influence** on respondents' safety behaviours.



Results (2/2)

- A potential **critique** of the method is that behaviour may be influenced through the false **consensus bias** (i.e. individuals overestimate the prevalence of risky behaviour among their peers to justify their own behavior).
- The different results in Norway and Greece show that what is measured as **national TSC** reflects the safety behaviours that the different national groups ascribe to other drivers in their country and not just a false consensus bias to justify their own behaviour.
- **Aggressive violations**, found to be related to national TSC, are also related to **accident involvement**.

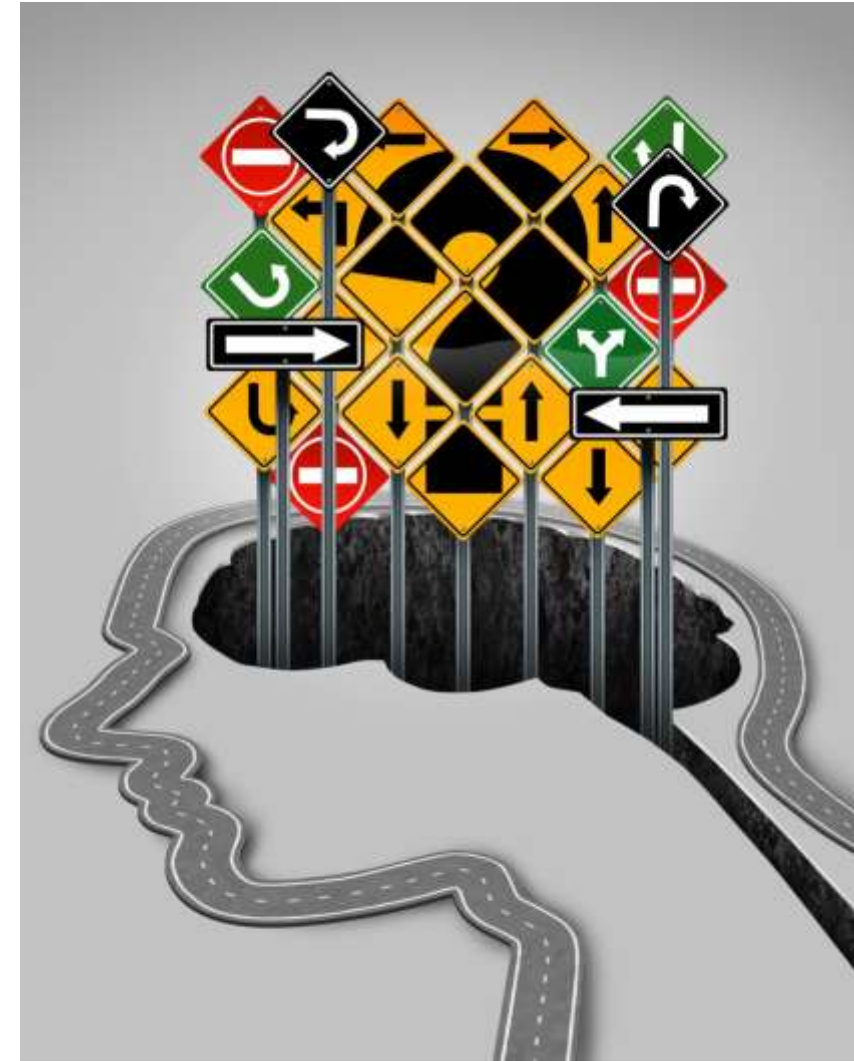


Future research

- How national TSC comes about?
Maybe through **interaction** (and sanctions) in traffic, as this seems to be a likely arena to learn about the “normal behaviour” of other drivers.

Example: drivers in Rhodes differed significantly from the other groups with respect to their safety behaviours and their reported national TSC.
This indicates a unique **regional TSC** in Rhodes.

- Is the higher incidence of aggressive violations and accidents among **Greek professional** drivers due to work related variables like time pressure, commission pay, framework conditions etc?



Conclusion

- The TSC perspective may facilitate new **types** of **interventions**, which could target the identified descriptive norms mechanism.
- There are already **successful** examples of such interventions.
- Several studies conclude in favour of focusing on **descriptive norms** in traffic safety interventions.





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