



Road Safety and Simulation 2026 – RSS2026

Investigating User Acceptance and Safety Perceptions of Cooperative, Connected, and Automated Mobility (CCAM) Systems in Greece

Paraskevi Koliou^{a*}, Konstantina Roumelioti^a, Eleni Maria Theodoraki^a, George Yannis^a

^aNational Technical University of Athens, Iroon Polytechniou 5-9, 15772 Athens, Greece

Abstract

As autonomous and connected vehicles transition from research prototypes to real-world applications, public acceptance and perceived safety remain decisive factors for successful deployment. While technical progress in Cooperative, Connected, and Automated Mobility (CCAM) has been remarkable, understanding human attitudes toward automation, particularly in diverse cultural and infrastructural contexts, is essential for ensuring equitable and safe adoption. This study explores the acceptance, safety perceptions, and behavioural intentions of Greek drivers toward CCAM systems, focusing on factors that influence willingness to adopt and trust automated mobility solutions. Greece provides a unique case study due to its heterogeneous traffic environment, varying levels of digital literacy, and cultural attitudes toward technology and safety. A quantitative survey was designed to target a representative sample of Greek drivers. The questionnaire comprised four sections: (1) travel behaviour and mobility habits, (2) familiarity with CCAM technologies, (3) stated preference (SP) scenarios, and (4) demographic information. The SP section included binary and multinomial choice experiments, designed to assess trade-offs between cost, travel time, comfort, safety, and human supervision under realistic transport scenarios. The SP section presented respondents with hypothetical travel scenarios in which cost, travel time, and safety level varied across three vehicle alternatives: conventional, semi-autonomous, and fully autonomous vehicles. Data were analysed using binary logistic regression to model purchase intention and a multinomial logit (MNL) model to analyse vehicle-type choice. The analysis revealed that perceived safety and trust are the most influential predictors of CCAM acceptance, followed by familiarity with automation and prior exposure to connected transport technologies. Respondents with higher awareness of CCAM benefits were significantly more likely to express positive adoption intentions. Conversely, concerns about system reliability, emergency responsiveness, and cybersecurity risks emerged as key barriers to trust. These findings highlight the need for user-centred design and policy frameworks that address both technological performance and psychological readiness. The study provides evidence-based insights into how users' safety perceptions intersect with mobility behaviour. By combining behavioural modelling with cross-cultural analysis, this work supports the broader objective of integrating human factors into the safe, inclusive, and sustainable rollout of CCAM systems.

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Peer-review under responsibility of the scientific committee of the Road Safety and Simulation 2026 – RSS2026

Keywords: Cooperative Connected and Automated Mobility; autonomous vehicles; safety perception; user acceptance; stated preference modeling; road safety

1. Introduction

The rapid advancement of technology has significantly influenced the transportation sector, leading to the emergence of autonomous vehicles (AVs) as a key innovation in modern mobility systems. Autonomous driving and Cooperative, Connected and Automated Mobility (CCAM) technologies are expected to fundamentally transform travel behavior and transport systems. According to previous studies, autonomous vehicles have the potential to improve road safety, reduce traffic congestion, and mitigate environmental impacts (Greenwald & Kornhauser, 2019).

Despite their promising benefits, the successful implementation of autonomous vehicles largely depends on their acceptance by users. Public perception, trust, and attitudes toward automation play a critical role in determining the adoption of this technology. Factors such as perceived safety, cost, and user characteristics have been identified as key determinants influencing the acceptance of AVs (Alqahtani, 2025). Concerns regarding reliability, loss of control, and high purchase costs continue to act as barriers to widespread adoption. Broader CCAM considerations, including the protection of vulnerable road users and cybersecurity risks, provide important context for the deployment of such systems and motivate the need for public acceptance research. A substantial body of international research has examined user acceptance of autonomous vehicles, focusing on behavioral intentions, willingness to use, and purchase decisions. These studies highlight the importance of socio-demographic factors, travel attributes, and familiarity with advanced driver assistance systems in shaping user preferences. However, acceptance levels vary significantly across countries, reflecting differences in driving behavior, infrastructure, and cultural attitudes toward new technologies (Nordhoff et al., 2018). This variability underlines the need for country-specific studies. In Greece, research on the acceptance of autonomous vehicles remains limited, despite the particular characteristics of the local driving environment. Differences in traffic conditions, driver behavior, and technological familiarity make it necessary to investigate how Greek drivers perceive and evaluate autonomous vehicles. Such insights are essential for supporting policymakers and stakeholders in designing strategies that facilitate the integration of AVs into the transport system.

The objective of this study is to investigate the acceptance of autonomous vehicles among Greek drivers and to examine their intention to purchase such vehicles. The study aims to identify the key factors influencing user preferences among conventional, semi-autonomous, and fully autonomous vehicles. To achieve this, a stated preference survey was conducted, incorporating hypothetical travel scenarios with varying levels of cost, travel time, and safety. The collected data were analyzed using discrete choice models, including binary and multinomial logistic regression, to model user behavior and quantify the impact of the examined factors.

2. Literature Review

Research into the development of autonomous vehicles (or AVs) is a growing field of study, as they have the potential to change the landscape of transportation. Research into their development has been carried out, although their implementation is dependent on acceptance from the general population. (Jing et al., 2020) stressed that the acceptance of autonomous vehicles is complex and affected by a range of technical, psychological and socio-economic factors. Another theme in the literature is that of trust and perceived risk, with trust consistently identified as one of the most important factors influencing user acceptance. For example, in (Wang et al., 2020), initial trust has a positive influence on the intention to adopt and perceived risk plays an important role in reducing the intention to adopt. (Kaur & Rampersad, 2018) say trust is a vital factor in user acceptance of driverless vehicles, as users only trust a self-driving system if it is reliable and safe. Meanwhile, perceived risk relative to psychological aspects, such as system failure or susceptibility to cyberattack, reduces acceptance (Park et al., 2025).

Another set of substantially different barriers to adoption relates to cost. Fully autonomous vehicles are generally very expensive; high up-front costs have been identified as barriers to early deployment. Users may also consider travel costs and economic factors. (Yuen et al., 2020) state that economics are the most important factors in user's adoption decisions, especially when the benefits of use are not sufficient compared to conventional vehicles. The views on safety influence acceptance. Even though automated vehicles are expected to reduce human error-based accidents, users have concerns regarding the safety of automated vehicles in real-world situations. Even though studies found safety concerns are still one of the principal hurdles for public acceptance (Wang et al., 2020), uncertainty about how the system would perform in various traffic scenarios, and issues on ethics and legality of automated driving more generally, influence safety perceptions of automated vehicles (Diaz-Piedra et al., 2023).

Trust is also influenced by factors such as technology familiarity and previous exposure to advanced driver assistance systems (ADAS). In research, users who were previously exposed to using technology such as adaptive cruise control and lane-keeping assist were found to have a higher trust in automation. Such application is supported by studies on consumer preference and buying behaviour, which indicate that familiarity reduces uncertainty, thus increasing perceived usefulness (Lee et al., 2024). There are also considerations about control and user engagement, with many reported user choices for systems that allow for human control in uncertain situations. S&P Global reported in 2020 that users preferred semi-automated systems over full automation for retaining some control over the driving task. This explains the generally higher acceptance of semi-automated systems, as opposed to fully automated systems. Finally, some studies have also included factors such as a person's socio-demographic background (age, income, experience driving a vehicle) and shown an influence on attitudes toward autonomous vehicles. However, these effects are not always consistent: people on higher incomes could be less accepting because they may be more critical of new technology or satisfied with existing mobility services.

Despite international literature searches, acceptability rates differ considerably. Factors such as culture, technology infrastructure, and driving behaviour have an impact on acceptance across different countries. (Nordhoff et al., 2018) performed a country-level meta-analysis on autonomous vehicle acceptance to find such differences in user attitudes across countries. Since the number of AV studies in Greece is limited, studies like (Gaitanidou & Bekiaris, 2022) and (Niavis et al., 2025) found that most users are not willing to fully trust automation due to safety and trust issues. The findings of the studies above suggest that trust, perceived risk, cost, safety and user characteristics are important factors in the decision to adopt an autonomous vehicle. These factors are the theoretical base of the research, forming the basis for the selection of independent variables in the empirical part of the study.

3. Methodology

3.1. Data Collection & Survey Design

A structured questionnaire was developed to collect data about the preferences of Greek drivers. The analysis was based on the collected data. A web-based survey yielded 105 responders. The questionnaire covered socio-economic characteristics, driving experience, familiarity with vehicle technologies, and attitudes toward autonomous vehicles. To investigate user preferences, a **Stated Preference (SP) experiment** was developed. This method is widely used in transportation research to analyse decision-making in hypothetical scenarios, particularly when studying emerging technologies for which real-world data are not yet available. Stated preference experiments provide a controlled and flexible framework for eliciting preferences for alternatives that do not yet exist in the market (Louviere, Hensher & Swait, 2000). The three vehicle alternatives were defined as follows. A conventional vehicle operates entirely under human control with no automated driving features (SAE Level 0). A semi-autonomous vehicle incorporates partial automation, such as adaptive cruise control and lane-keeping assistance, but requires the driver to remain engaged and ready to always intervene (SAE Levels 2–3). A fully autonomous vehicle can perform all driving tasks without any human input under its operational design domain (SAE Levels 4–5). Participants were recruited via convenience sampling through online social networks and professional mailing lists targeting active road users in Greece. Eligibility was limited to individuals holding a valid Greek driving licence. The resulting sample of 105 respondents is non-random and skewed toward younger age groups (46.7% aged 18–25), which limits generalisability to the broader Greek driving population. All findings should therefore be interpreted with this constraint in mind; a larger, stratified sample is recommended for future work.

3.2. Modelling Framework

The analysis is based on the **Random Utility Maximisation (RUM)**, which assumes that for each individual, the choice is made which gives the maximum utility available. The utility U_{in} that individual n receives from alternative i is equal to:

$$U_{in} = V_{in} + \varepsilon_{in} \quad (1)$$

where V_{in} is the observable (deterministic) part of utility, and ε_{in} is a random error term that captures unobserved factors affecting individual n 's evaluation of alternative i . The deterministic component is specified as a linear function

of explanatory variables, including travel attributes (such as cost, time, and safety) and individual characteristics (such as income, driving experience, and attitudes). This general framework is operationalised in two ways depending on the choice context. When the decision is binary, whether or not to purchase an autonomous vehicle, V_{in} is specified as a linear function of explanatory variables and the probability of a positive outcome is derived via the logistic transformation, yielding the binary logistic regression model in Eq. (2). When the decision involves choosing among three vehicle types in the SP scenarios, V_{in} is specified as a linear combination of travel attributes and individual characteristics for each alternative, and choice probabilities are derived using the multinomial logit formulation in Eq. (3). In both cases, parameters are estimated by maximum likelihood.

3.3. Binary Logistic Regression Model

The intention of respondents to purchase an autonomous vehicle was investigated through a **binary logistic regression model**. The dependent variable is a binary outcome that denotes the willingness of a respondent to purchase an autonomous vehicle.

The probability of a positive response is modelled as:

$$P = \frac{1}{1+e^{-V}} \quad (2)$$

where V is the systematic utility function expressed in terms of the explanatory variables.

This model enables the identification of key factors that influence purchase intention, including economic variables, perceived safety, and user attitudes toward automation.

3.4. Multinomial Logistic Regression Model

To analyze respondents' choices among the three vehicle types presented in the stated preference scenarios, a **multinomial logit (MNL) model** was employed. This model is appropriate for situations where individuals choose among more than two discrete alternatives.

The probability that an individual n selects alternative i is given by:

$$P_{in} = \frac{e^{V_{in}}}{\sum_j e^{V_{jn}}} \quad (3)$$

The model estimates how variations in travel attributes and individual characteristics affect the likelihood of choosing each vehicle type. It also allows for the comparison of preferences between conventional, semi-autonomous, and fully autonomous vehicles.

3.5. Data Analysis Procedure

Statistical software was used to code and analyse the collected data. Initially, the data analysis was done in three steps. At the beginning, descriptive statistics were utilized to summarize the sample's characteristics and to give a general idea of the respondents' attitudes. Afterward, a binary logistic regression model was developed to investigate the factors influencing purchase intention. Finally, a multinomial logit model was conducted to examine the decisions in the stated preference experiment. The parameters of the model were obtained by means of the maximum likelihood estimation (MLE) technique, which finds the combination of coefficients that leads to the maximum probability of the sample data being observed (Train, 2002).

3.6. Model Evaluation

Standard statistical criteria were used to evaluate the performance and validity of the models. It is, among other things, the statistical significance of estimated coefficients and consistency of the signs with theoretical expectations, which really matter. Goodness-of-fit indicators are another aspect of it. These metrics confirm that the models are a dependable portrayal of user behavior and help to interpret the acceptance factors of autonomous vehicles in a significant way.

4. Results

4.1. Descriptive Analysis

The sample includes 105 respondents who exhibit diverse socio-demographic characteristics such as gender, age, income, and driving experience. In general, the level of respondents' awareness of vehicle technologies is moderate, whereas their attitudes toward autonomous vehicles are quite hesitant. The data reveal a general pattern whereby the majority of respondents show a preference for traditional and semi-autonomous vehicles, while fully autonomous vehicles tend to be less accepted. This is indicative of the apprehensions regarding safety, trust, and loss of control that are in line with the literature review.

Table 1. Socio-demographic characteristics of respondents

Variable	Category	Percentage (%)
Gender	Male	61.9
	Female	38.1
Age	18–25	46.7
	26–35	27.6
	36–50	17.1
	>50	8.6
Income	Low	34.3
	Medium	41.0
	High	24.7
Driving Experience	<5 years	39.0
	5–10 years	28.6
	>10 years	32.4

4.2. Binary Logistic Regression Results

A binary logistic regression model was applied to evaluate the factors that led to the respondents' decision to purchase an autonomous vehicle. It was revealed that, besides price, perceived safety is the strongest purchase intention indicator. Price increases lead to limited purchase chances. These findings are consistent with the fact that economic issues are the main obstacles to the introduction of new technology. Besides, the stronger your trust in the capability and control of your safety, the bigger the chance that the vehicle will be made. We see that there is an important role for the autonomous vehicle to win the user's trust. Other socio-demographic variables like income level and owning a driver's license affect the purchase intent too, but the impacts of such variables are not very stable. Specifically, people whose annual earnings are on the higher side show an ease in their willingness to buy an autonomous vehicle, while those who have more experience in driving show a tendency to be more careful. Table 2 presents the coefficients (β), statistical significance (p), and Odds Ratios for each variable found to be statistically significant.

Table 2. Binary logistic regression results

Variable	Coefficient	P-Value	Odds Ratio
Constant	4.502	0.153	90.237
Perceived safety of AV (1=low, 5=high)	1.087	0.042	2.965
Travel cost (€/trip)	-1.182	0.025	0.306
In-vehicle activities permitted (0=no, 1=yes)	-1.222	0.096	0.294
Travel time (minutes)	-2.31	0.003	0.099
Home location: urban (ref: rural)	1.174	0.091	3.234
Travel cost (€/trip)0029	1.698	0.016	5.465

Note. Dependent variable: willingness to purchase an AV (0 = no, 1 = yes). N = 105. McFadden pseudo- $R^2 = 0.582$; log-likelihood = -13.803. ** $p \leq 0.01$; * $p \leq 0.05$; † $p \leq 0.10$ (marginally significant). b6_activities and d7_homeloc are marginally significant and should be interpreted with caution.

4.3. Multinomial Logit Model Results

For analysis of respondents' preferences among traditional, semi-autonomous, and fully autonomous vehicles in hypothetical scenarios, the multinomial logit model was utilized. The data indicate that the option most likely to be chosen is semi-autonomous vehicles, with conventional vehicles coming second and fully autonomous vehicles being the least popular. This suggests that people want a gradual shift to greater automation, with them still having some level of control. Of the features considered, travel cost is most prominent with a negative impact, as increases in cost quite dramatically lower the chance of picking autonomous vehicle options. Travel time also has an impact on consumer decisions, but its effect is smaller than that of cost. Safety is identified as the strongest and most positive factor; the highest safety standards significantly raise the probability of choosing both semi-autonomous and fully autonomous vehicles. This underlines that enhancing safety perceptions is a key to boosting user acceptance.

Table 3. Multinomial logistic regression results

Variables	Coefficient	Std. Error	t-statistic	P-value
Travel cost (€/trip)	-0.0287	0.0082	-3.4887	0.0005
Travel time (minutes)	-0.0382	0.0061	-6.2655	0.0000
Safety level (1=high safety/low risk, 3=low safety/high risk)	-0.5679	0.0925	-6.1402	0.0000
Alternative-specific constant: Semi-autonomous (ref: Conventional)	0.9076	0.1446	6.2781	0.0000
Alternative-specific constant: Fully autonomous (ref: Conventional)	-0.6599	3.4879	-0.1892	0.8499
Years of driving experience — Full AV	1.6028	0.2977	5.3841	0.0000
Previously involved in accident (0=no, 1=yes) — Full AV	-1.6405	0.6547	-2.5059	0.0122
Safety concern rating (1–5) — Full AV	-1.5430	0.4595	-3.3579	0.0008
Fuel consumption concern (1–5) — Full AV	-1.7318	0.4390	-3.9452	0.0001
Uses cruise control (0=no, 1=yes) — Full AV	1.6164	0.2173	7.4398	0.0000
Importance of control while driving (1–5) — Full AV	2.4871	0.4368	5.6938	0.0000
Travel cost sensitivity (1–5) — Full AV	1.6322	0.3697	4.4155	0.0000
Vehicle purchase price concern (1–5) — Full AV	-3.2419	0.5750	-5.6379	0.0000
Intended frequency of autonomous use (1–5) — Full AV	-1.5049	0.3298	-4.5637	0.0000
Income level (1=low, 2=medium, 3=high) — Full AV	-1.3745	0.2923	-4.7030	0.0000

Note. Reference alternative: Conventional vehicle. N = 105 (315 choice occasions). McFadden pseudo- $R^2 = 0.66$; log-likelihood = -113.32. ** $p \leq 0.01$; * $p \leq 0.05$. ¹ The safety attribute was coded on a 1–3 ordinal scale where 1 = high safety / low perceived risk and 3 = low safety / high perceived risk. A negative coefficient therefore indicates that lower perceived risk (i.e. higher safety) increases the probability of choosing an automated vehicle, which is consistent with the positive interpretation in the text.

4.4. Sensitivity Analysis

To illustrate the influence of the key travel attributes, a sensitivity analysis was conducted by varying travel time across a realistic range (5–80 minutes) while holding other attributes at fixed scenario-specific levels. Two contrasting profiles were examined. Figure 1 presents the high-safety profile: a respondent with positive attitudes toward automation (high familiarity, strong sense of control, higher income), low concern about purchase price, high safety level (safety code = 1, i.e. lowest perceived risk), and low travel cost. Under this profile, conventional vehicles dominate at short travel times, but the choice probability of semi-autonomous vehicles grows with travel time and exceeds 20% by 60 minutes, while fully autonomous vehicles remain below 5%. Figure 2 presents the low-safety profile: identical socio-demographic characteristics but with a low safety level (safety code = 3, i.e. highest perceived risk) and low travel cost. Under this profile, the probability of choosing any automated option is substantially reduced, confirming that safety perception is the dominant driver of vehicle-type choice. Taken together, the two profiles illustrate why semi-autonomous vehicles attract the highest aggregate preference in the sample: they benefit disproportionately from safety improvements while still appealing to users who wish to retain some degree of control.

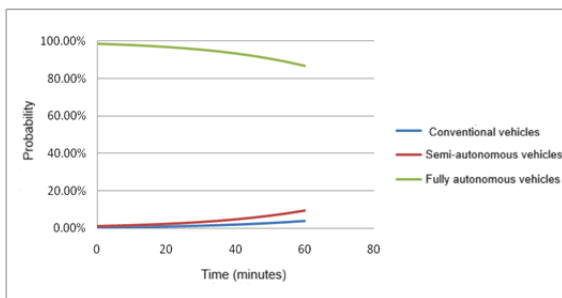


Figure 1. Change in vehicle-choice probability as a function of travel time (minutes) for the high-safety profile (safety code = 1; low perceived risk), with low travel cost and positive user attitudes toward automation.

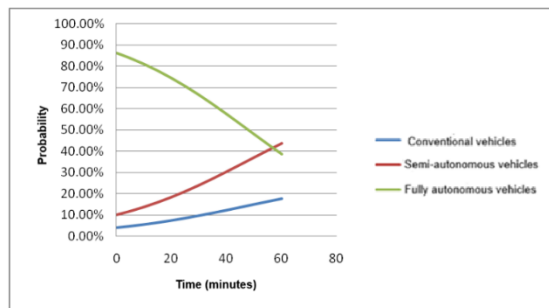


Figure 2: Change in vehicle-choice probability as a function of travel time (minutes) for the low-safety profile (safety code = 3; high perceived risk), with low travel cost and positive user attitudes toward automation.

5. Discussion

The findings reveal a distinct inclination towards the use of semi-autonomous vehicles. This suggests that people want a slow changeover to automation, but at the same time, they want to retain some control. A fully automated car brings up issues like trust and safety, which probably explains why people still want some control over the driving. Among the different factors considered, safety stood out as the dominant one that could highly increase the chances of a person selecting an autonomous vehicle. This clearly indicates that trust in the technology is still a fundamental condition for people to be willing to use it. On the other hand, cost has a very strong negative impact, as it seems that users are particularly sensitive to the increases in their travel expenses and therefore, cost acts as a major barrier. The importance of travel time being shorter is quite insignificant, which means that users will most likely choose safety and low cost rather than time savings. Besides that, users who are familiar with vehicle technologies are more likely to accept autonomous vehicles; however, suspicion toward fully automated vehicles remains. In sum, this research supports what other studies have found, yet it also reveals the hesitation of Greek drivers about fully autonomous cars.

6. Conclusions

This study explored the level of acceptance of autonomous vehicles among Greek drivers with the help of sampling as well as the use of discrete choice models. The study has demonstrated that the most favoured vehicle type is the semi-autonomous vehicle, while the least acceptance is given to fully autonomous vehicles. The main safety factor earns the highest ranking among others, while cost becomes the first barrier to market adoption. Travel time is the

third most significant factor influencing a user's choice. Several limitations of this study should be acknowledged. The sample of 105 respondents was recruited via convenience sampling and is not statistically representative of the Greek driving population; in particular, it over-represents younger drivers (18–35 years). The use of hypothetical SP scenarios, while standard in emerging-technology research, may not fully capture real-world decision-making. Future studies should employ larger, stratified samples and, where possible, complement SP data with revealed-preference observations from pilot AV deployments. The results make it clear that enhancing the users' trust and ensuring the affordability of these vehicles are two of the vital actions that need to be taken in the promotion of the use of autonomous vehicles. Autonomy transition can be supported with policy measures such as awareness campaigns, financial incentives, and pilot implementations. Taking into consideration that the paper has been written based on the sample set and the use of hypothetical scenarios. Further studies could be conducted with more data, and the behavioural factors could also be considered as well.

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