Monitoring road safety culture

- SafeCulture -

Alexandra Laiou
Transportation Engineer, Research Associate

Together with: George Yannis
The SafeCulture project

- **Project partners:**
  - National Technical University of Athens, Department of Transportation Planning and Engineering  
    [www.nrso.ntua.gr](http://www.nrso.ntua.gr)
  - Institute of Transport Economics  
    [www.toi.no](http://www.toi.no)

- **Duration of the project:**
  - 36 months (January 2016 – December 2018)

- **Operational Program:**
  - “Transport 2025” of the Norwegian Research Council
Background

- 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.

- 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)".
Research Questions

- How much does membership in different sociocultural units (e.g. nation, region, peer-group, sector, organizations) influence individual transport safety behaviour in professional and private transport?

- How much does TSC influence safety behaviour and outcomes relative to known risk factors like gender, age, experience, technology and infrastructure?

- How can the knowledge on group membership influencing TSC and the relative importance of TS as a predictor of transport safety behaviour and safety outcomes be used to increase transport safety?
Methodological Challenges

- **Development of interview guides and survey questionnaires**
  - International literature review on driver behavior questionnaire surveys
  - Adaptation requirements for recording behaviour of different road user groups in Greece and Norway

- **Structured interviews with 20 professional and 30 private drivers and Behaviour survey among 200 professional and 300 private drivers**
  - Different types of drivers (HGV, bus, car, PTW) in Greece and Norway

- **Statistical analyses**
Indicative Findings

- Traffic safety behaviours are more similar among private and professional drivers within the national samples, than among drivers across the national samples. This indicates the existence of different **national TSC**.

- A positive **organizational TSC** may reduce aggressive violations in traffic.

- Organisational TSC may **reduce** the impact of national TSC.

- **Aggressive violations** in traffic are predicted by national TSC.

- **Accident involvement** is predicted by aggressive violations.
Scientific and Social Impact

- Importance of recording behaviour similarities within road user groups
  - national, regional, organizational, sectorial, peer-group traffic safety culture

- Quantification of traffic safety culture
  - Selection of appropriate measures for each group of road users
  - Improvement of traffic safety culture and respective safety outcomes
Future Challenges

- **Quantitative research** to better understand the importance of transport safety culture in transport safety behaviour and safety outcomes.

- **Linking quantified metrics of TSC with road safety metrics** (performance indicators and outcomes) to possibly reveal important hidden parameters influencing road safety.

- Study of large driver samples and different nationalities in order to identify links between road safety and **organizational and tourist safety culture** across Europe.
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