



Session

Exploring the Culture of Prosocial Driver Behavior with Bicyclists

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Risky (Aggressive) Driving

| "How often do you engage in each of these driving behaviors when you encounter a bicyclist?" | Never, Rarely | About half the time | Usually, Always |
|---|--------------------------|--------------------------------|----------------------------|
| Exceed the posted speed when a bicycle is present | 79% | 18% | 3% |
| Pass too closely to a cyclist (that is, not moving over when passing) | 90% | 9% | 1% |
| When approaching a stop sign or red light, pass a bicyclist and then immediately slow down | 78% | 17% | 5% |
| Pass a bicyclist and then turn right in front of them instead of waiting behind them | 89% | 9% | 1% |
| Pass a bicyclist very closely at high speed | 98% | 2% | 1% |
| Honk at a bicyclist | 92% | 7% | 0% |
| Intentionally crowd a bicyclist to move them to the side of the road | 98% | 2% | 0% |



Protective (Prosocial) Driving

| “How often do you engage in each of these driving behaviors when you encounter a bicyclist?” | Never, Rarely | About half the time | Usually, Always |
|---|--------------------------|--------------------------------|----------------------------|
| Drive with extra care around bicyclists | 1% | 6% | 93% |
| Pay special attention for bicyclists when making turns | 2% | 11% | 87% |
| Use mirrors and check blind spots looking for bicyclists when changing lanes | 5% | 18% | 76% |
| Slow down when approaching or passing a bicyclist | 1% | 11% | 87% |
| Move over and provide ample space when passing a bicyclist | 1% | 9% | 91% |
| When turning right, waiting until the bicycle has cleared the intersection and then turn after them | 2% | 9% | 89% |
| Being patient with bicyclists when the edge of the road is unsafe or in poor condition | 2% | 11% | 87% |



Strategy

Reduce Risk



Increase Protection



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Culture

Traffic Safety Culture is defined as:

*“The values and beliefs shared among groups of road users **and stakeholders** that influence their decisions to behave or act in ways that affect traffic safety.”*

(NCHRP 17-79)

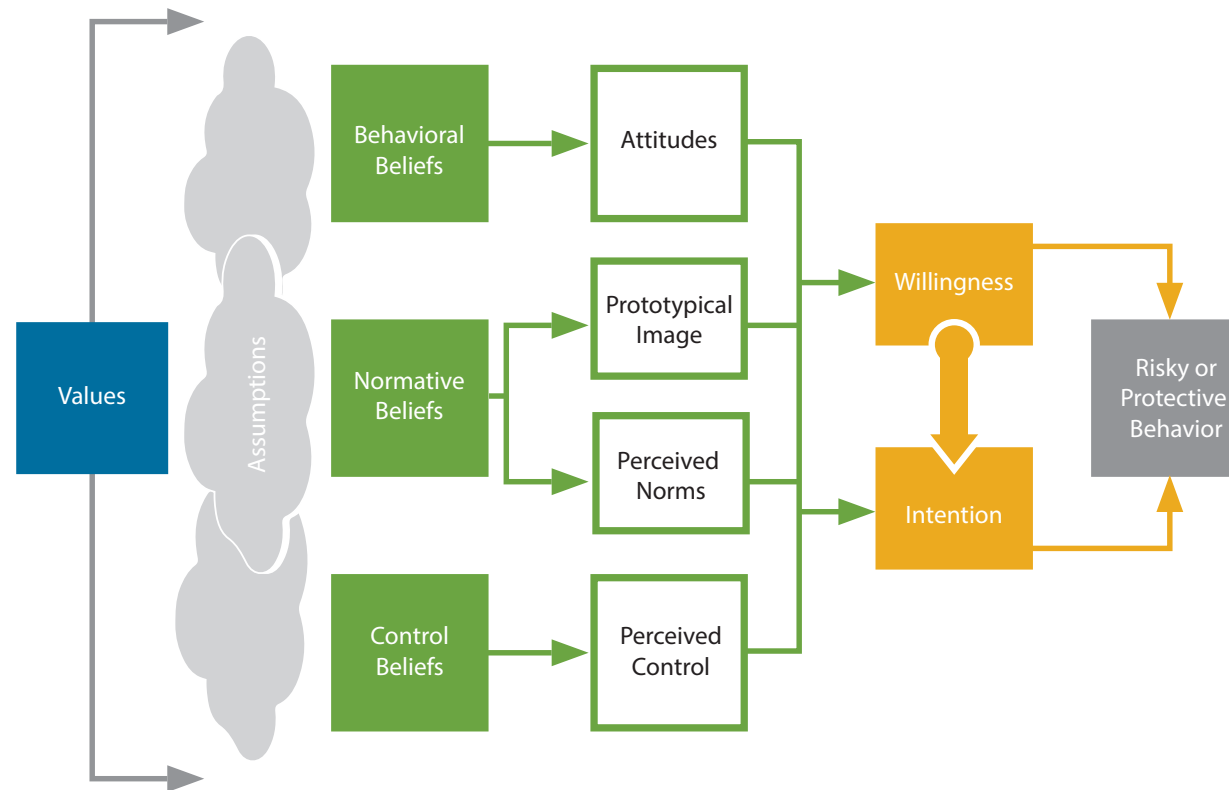


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Model



Sample



- A **random sample** of 938 drivers aged 18 to 65 years was obtained from Bozeman (MT) and Fargo (ND).
- Many in this sample reported interactions with drivers in least half of their driving trips.

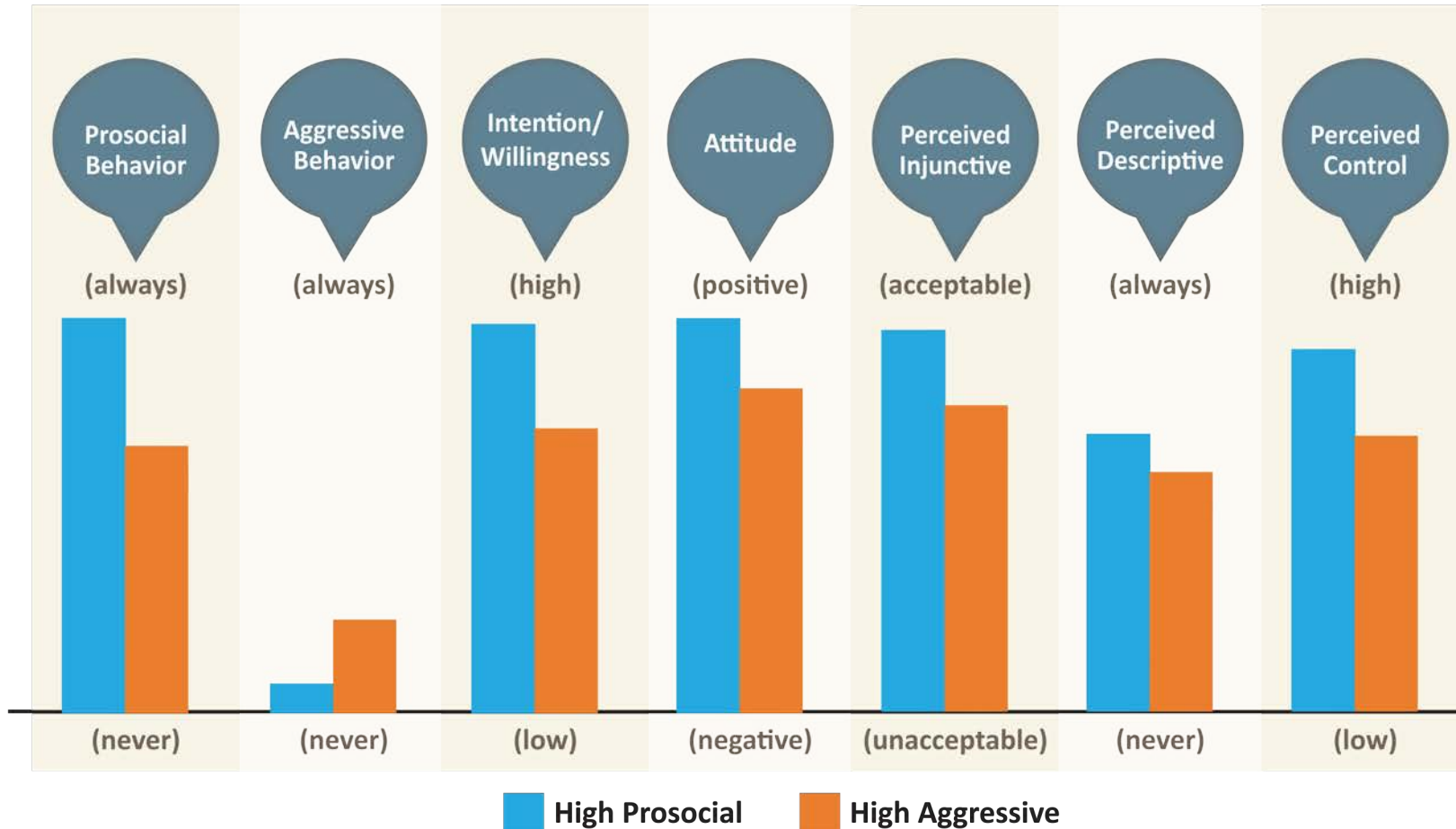


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Results (Prosocial)



- Prosocial behavior is much **more common** than aggressive behavior.
- Aggressive drivers exhibit some prosocial behaviors.
- Prosocial drivers had a **more prosocial** traffic safety culture than Aggressive drivers.



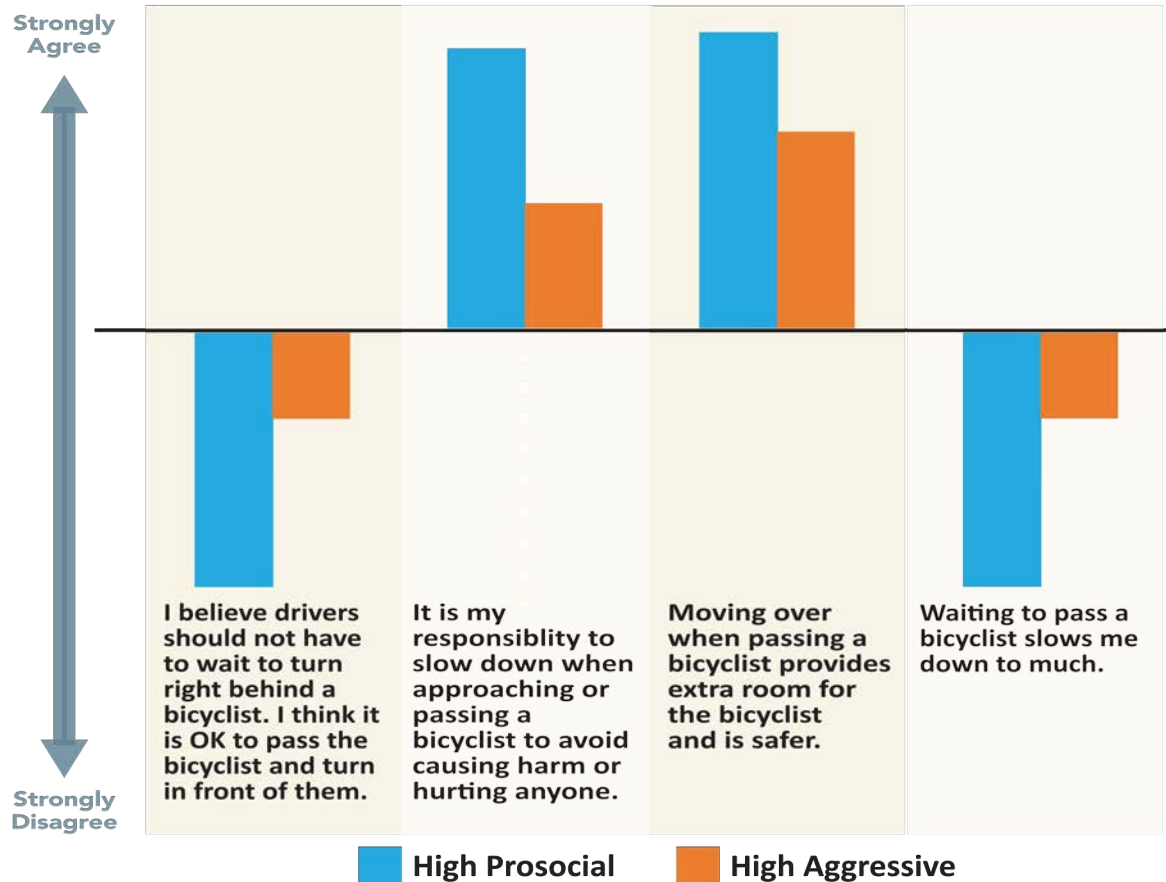
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Beliefs

“How much do you agree or disagree with the following statements?”



- Prosocial drivers perceived **more** (and aggressive drivers *less*) **benefits** and **responsibility** for behaving safely around bicyclists.



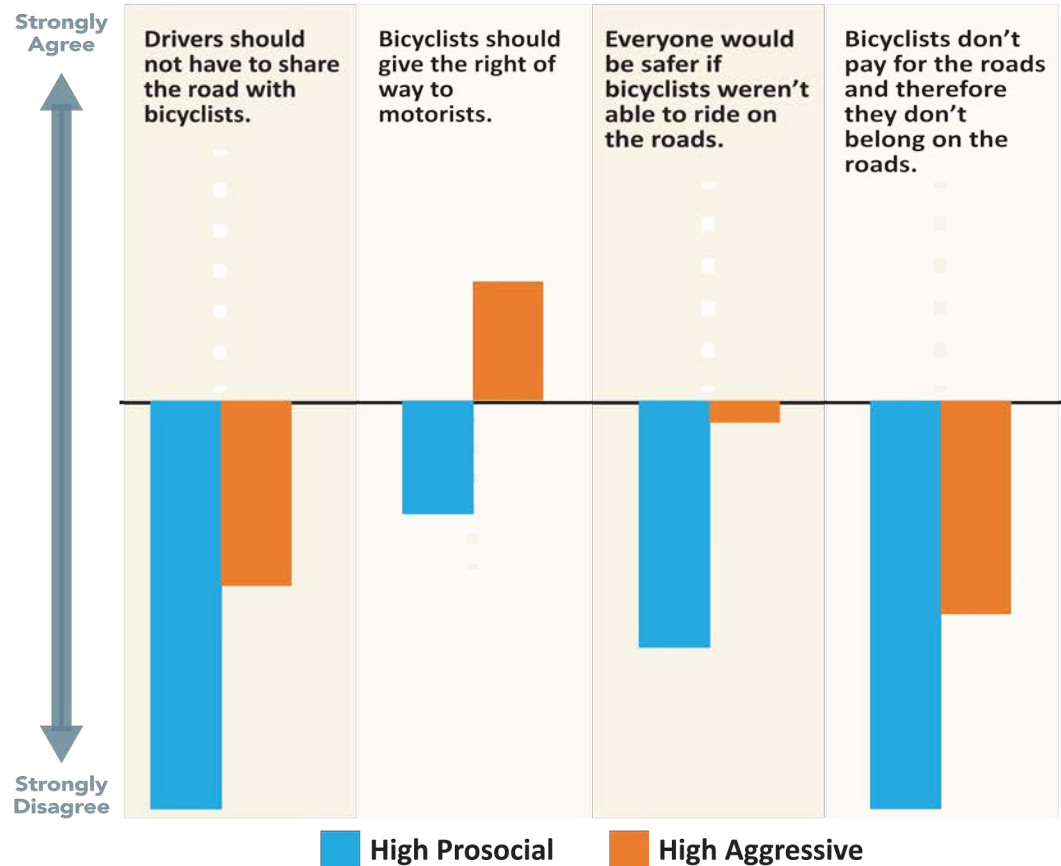
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Assumptions

“How much do you agree or disagree with the following statements?”



- Aggressive drivers assumed **fewer** (and prosocial drivers more) **rights and responsibilities** for bicyclists.



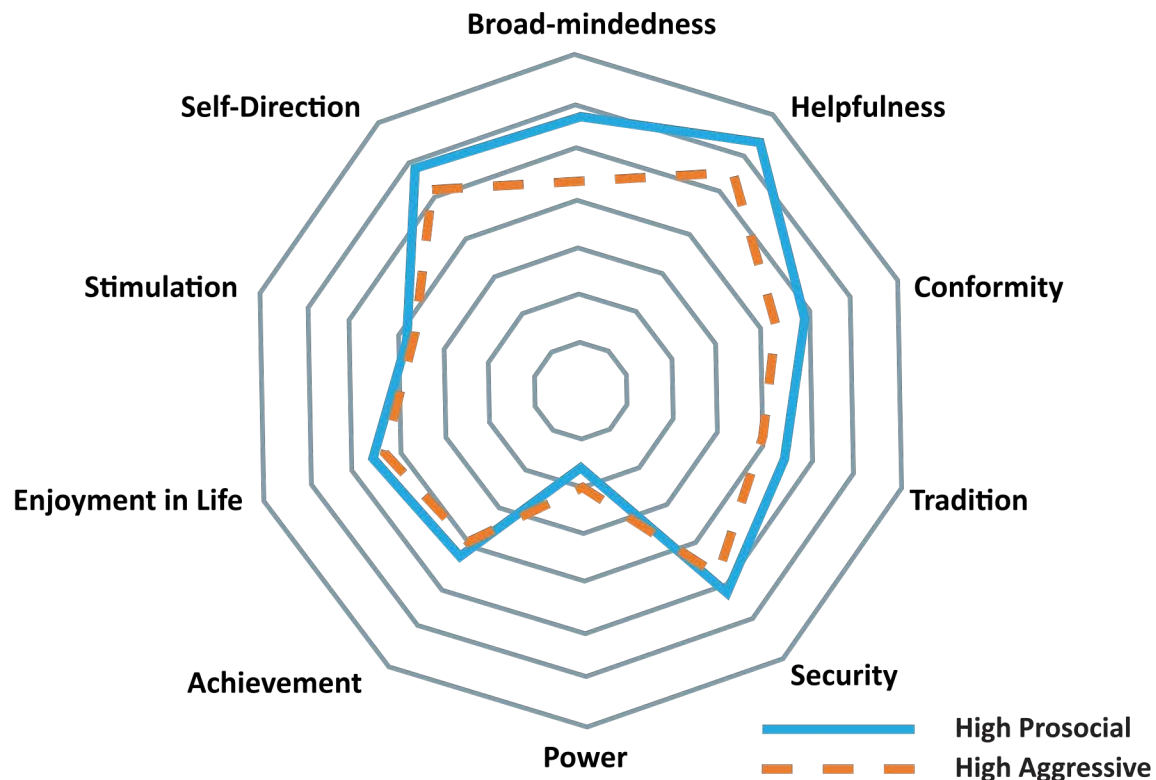
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Values

“Please rate how important each of the following is to you.”



- Aggressive Drivers value **broadmindedness, helpfulness, and conformity** LESS than Prosocial Drivers.
- So do **NOT** use messages to change Aggressive Drivers that emphasize these values.



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Recommendations

1. General messages should portray and prosocial behavior is normal and expected **by most drivers**.
2. Specific messaging should challenge beliefs that being prosocial “costs” the driver.
3. Specific messaging should emphasize responsibility of drivers for overall safety.
4. Specific messages need to portray roads as shared places.



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Thank you!

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