

Speed rehabilitation

Frank P. McKenna

frank@perceptionandperformance
.com

Barriers to obeying speed limits

- Evolution

Speed awareness course

- Driver trainer
- Driving risk profile (tailored feedback)

Tailored Feedback

- Self-relevant (involvement)
- Better remembered
- Promote behavioural change

Expert system

- Customizes feedback
- Is a learning tool

Previous work

- Driving risk profile best predictor

(probably because it is a learning system
which gets updated)

Intentions

- Attitude
- Subjective Norm
- Behavioural Control

Additional constructs

- Affect
- Perceived legitimacy

Participants

- 6401 participants at 8 sites across England

	Attitude	Norm	Control
before	2.2 (.88)	2.5 (.99)	3.0 (1.19)
after	1.9 (.84)	2.3 (1.01)	2.5 (1.1)

	Affect	Legitimacy
Before	5.6 (1.1)	3.5 (1.0)
After	5.8 (1.2)	3.1 (1.0)

Driving at 35mph in 30 limit is safe

- Following workshop 4.8 times more likely to disagree (CI 3.9 – 5.9)

Intentions to break the 30mph limit

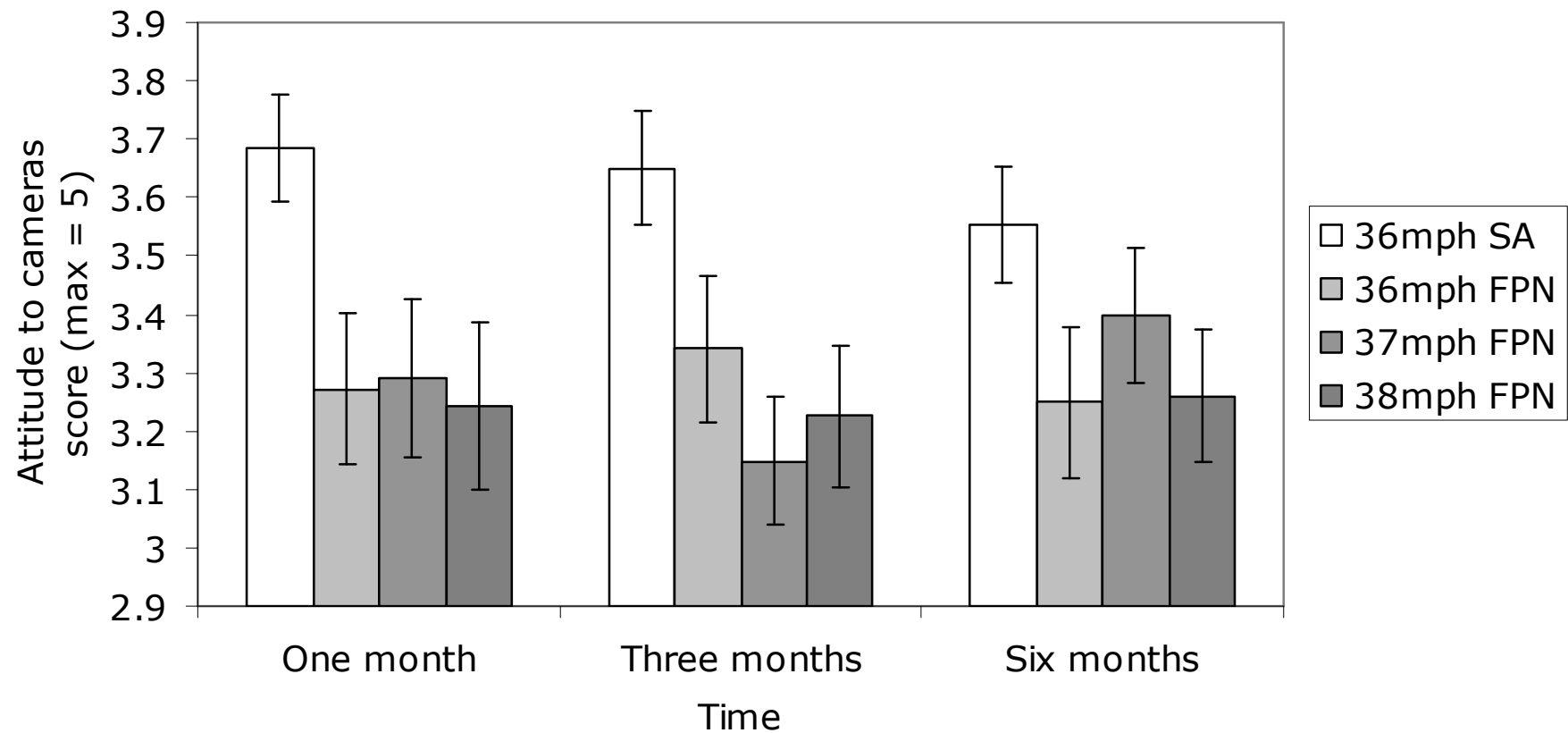
	men	Women
workshop	4.8 CI 3.2-7.2	9.8 CI 4.2-22.7

A different approach to evaluation

What can a speed awareness course deliver?

1. Increase the public acceptability of existing speed control

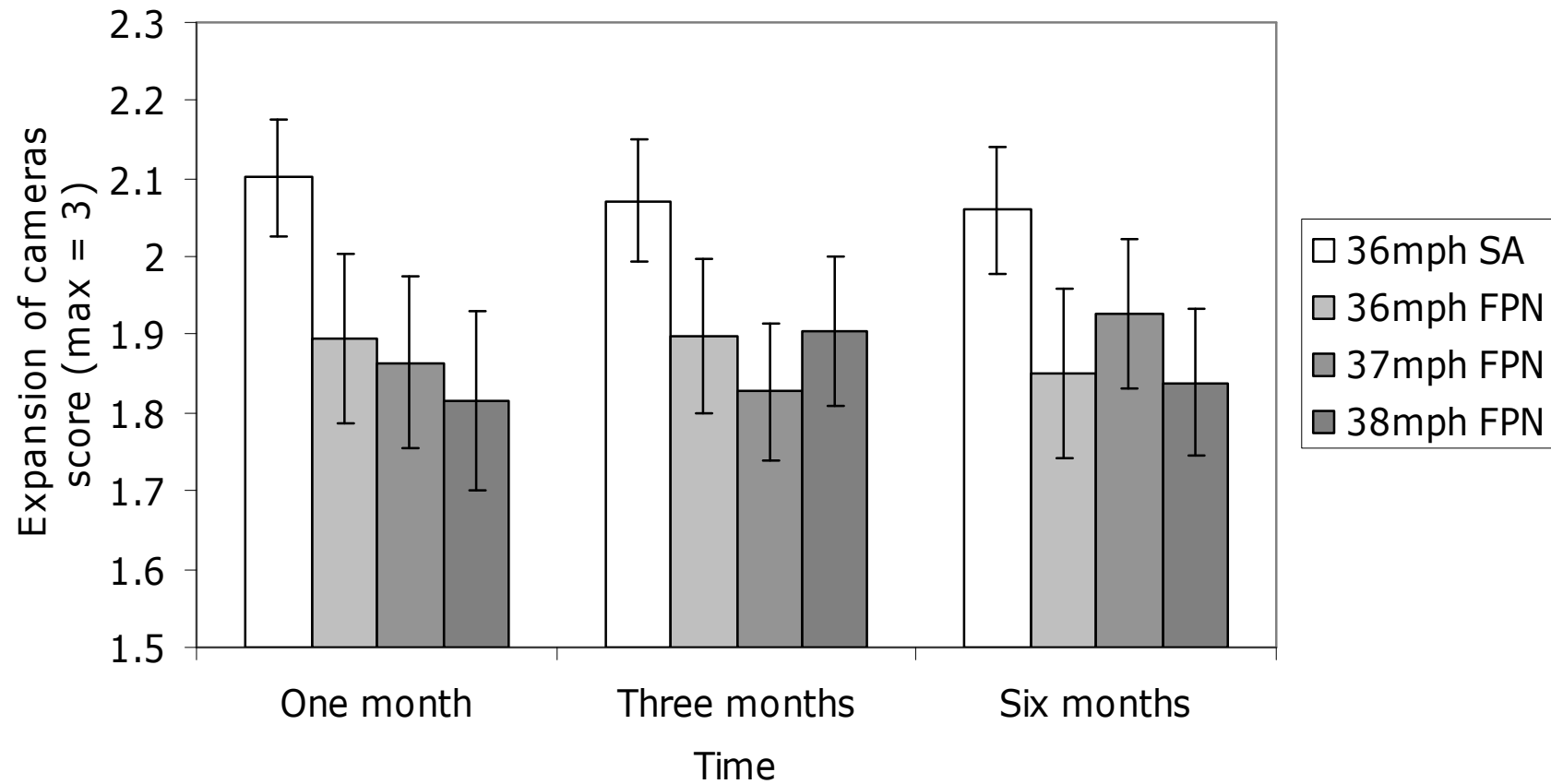
Public acceptability



What can a speed awareness course deliver?

1. Increase the public acceptability of existing speed control
2. Justify the expansion of existing speed control

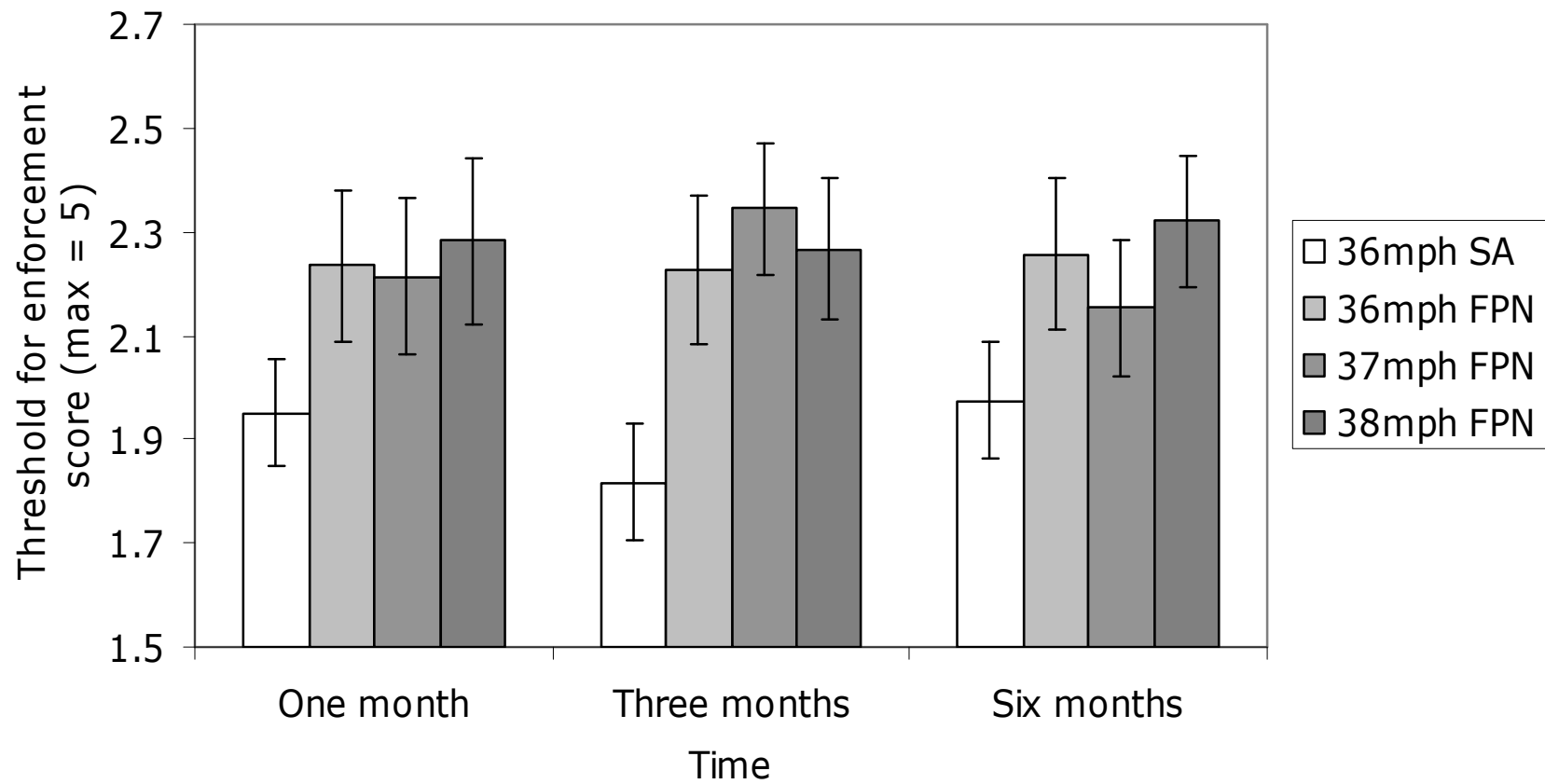
Expansion of cameras



What can a speed awareness course deliver?

1. Increase the public acceptability of existing speed control
2. Justify the expansion of existing speed control
3. Enable the threshold for enforcement to be lowered to a more appropriate level in a manner that is publicly acceptable

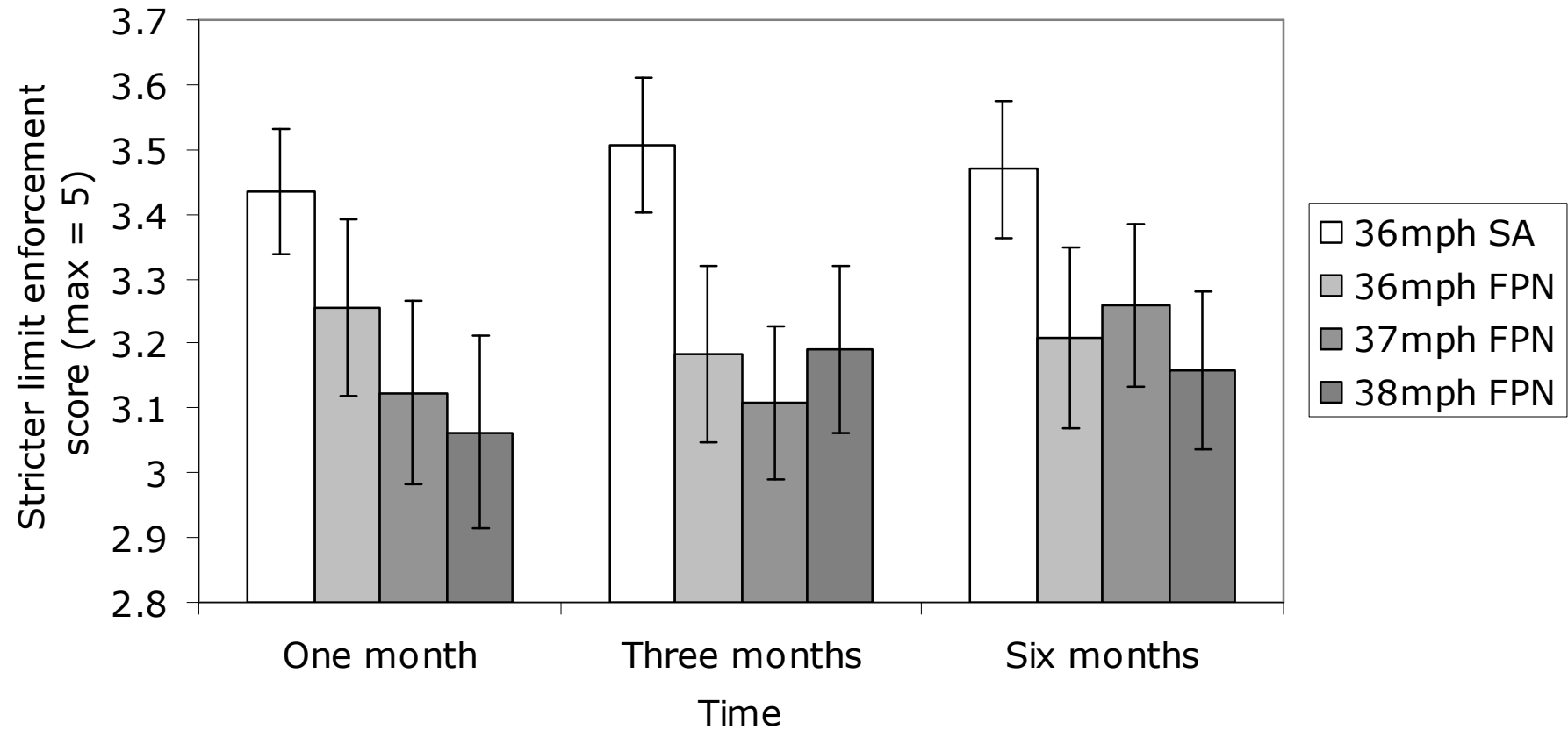
Threshold for enforcement



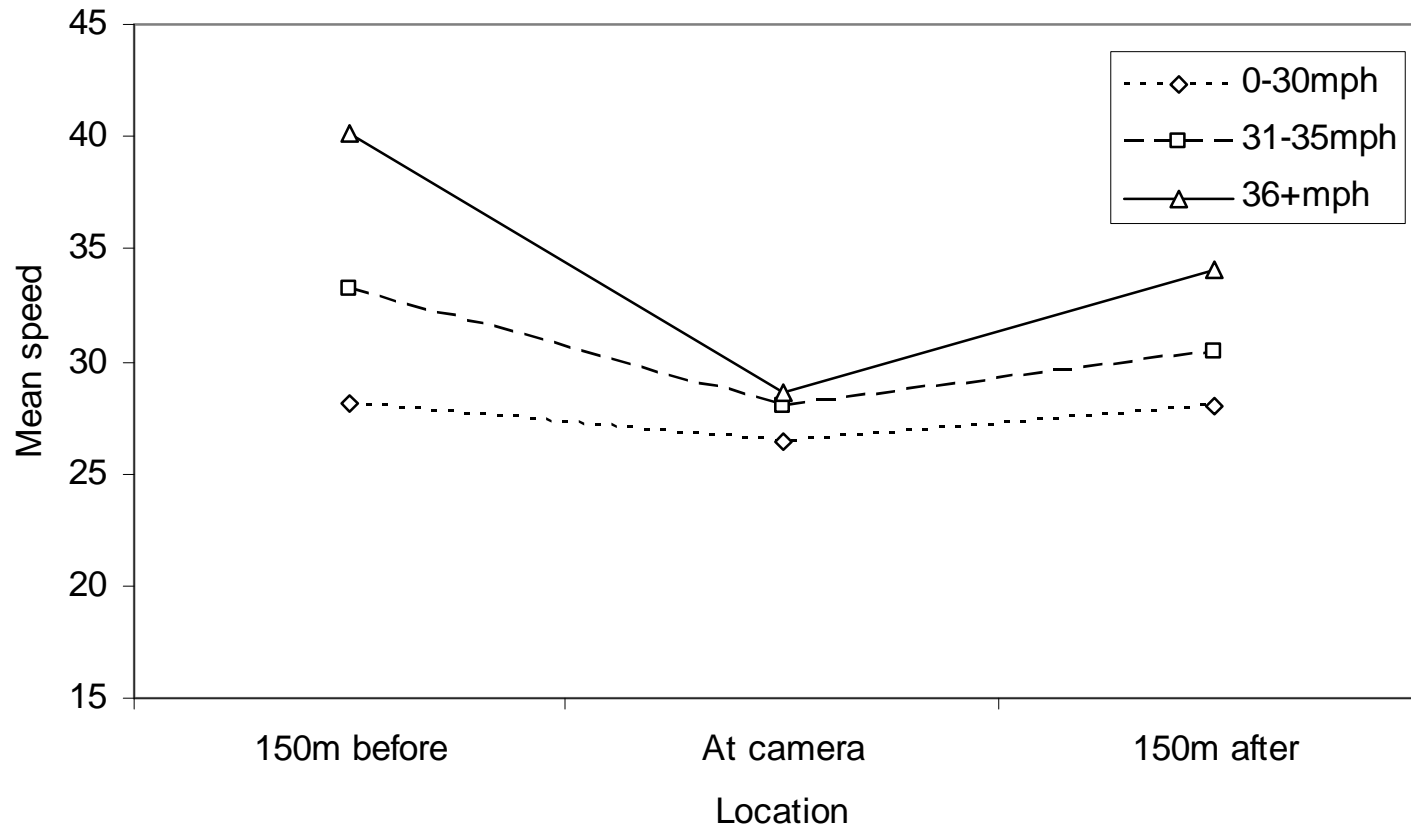
What can a speed awareness course deliver?

1. Increase the public acceptability of existing speed control
2. Justify the expansion of existing speed control
3. Enable the threshold for enforcement to be lowered to a more appropriate level in a manner that is publicly acceptable
4. Provide the justification for future speed control

Future speed control



Speed around camera



Perceptions of antisocial behaviours

